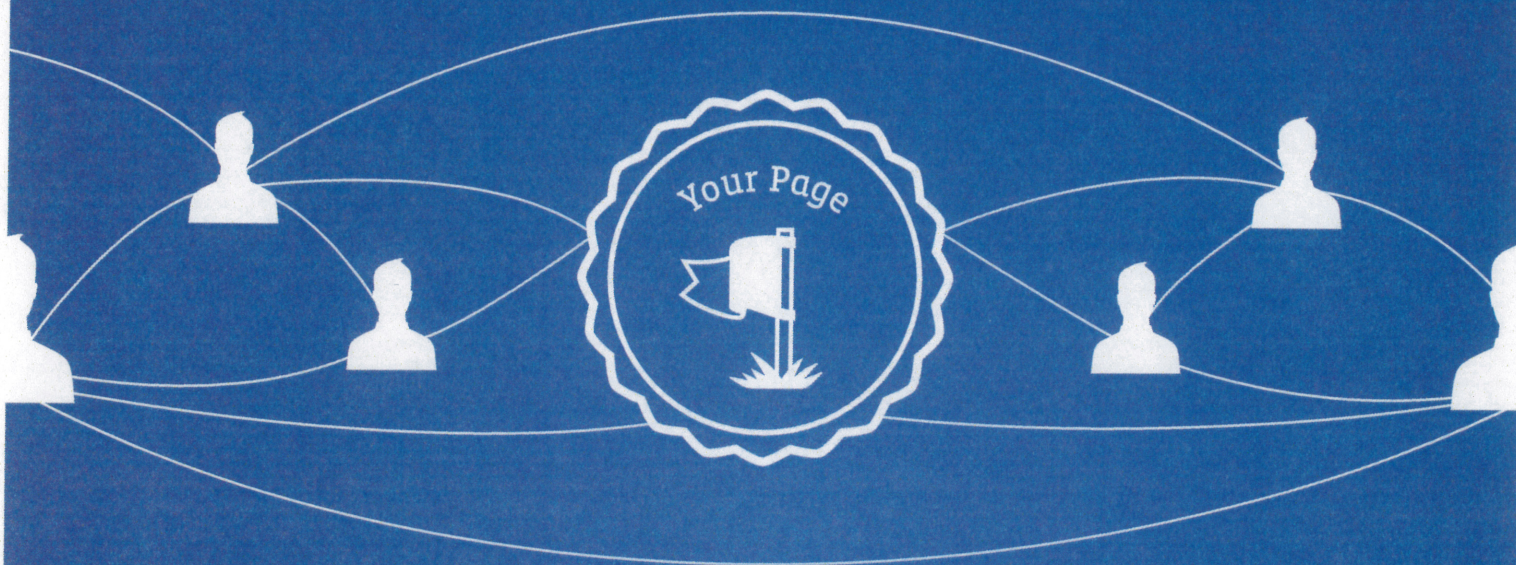


# Building your presence with Facebook Pages:

**A guide for politicians and official figures**



Every day, millions of people all over the world visit Facebook to connect with friends and share what they love. This guide is designed to help politicians and official figures make the most of Facebook Pages to tell their stories and build deep, lasting connections with their audience.

**facebook**



# Introducing Facebook Pages

Facebook Pages help politicians and official figures join the conversation, share their stories, and build a meaningful dialogue with their supporters and constituents.

Millions of people are already on Facebook sharing the things they care about with each other every day. In fact, more than 30 billion pieces of content (links, news, blog posts, notes, photos, etc.) are shared among friends each month. When you build a Page, you can:



- ✓ **Tell your story**  
in your own unique voice
- ✓ **Share rich content**  
including photos, video, and links
- ✓ **Create a dialogue**  
through posts and tools that allow people to share and engage with your message
- ✓ **Amplify your impact**  
when your supporters and followers share your content with their friends
- ✓ **Measure and optimize**  
your message by using Facebook Insights to understand your audience

This guide is designed to give you the knowledge you need to set your strategy, create your Page, build and grow your audience, and optimize your message.

Your audience is waiting.



# Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy for you to establish a rich personal identity, tell your unique story, connect with your supporters and constituents, and manage and optimize your Page.



## The elements that establish your identity

Add a compelling profile picture that highlights your persona and can be easily identified in Newsfeed posts.

### Profile photo



### Info Tab

About  
I currently represent the 7th District of Virginia and have been selected by my colleagues as the 112th Congress.

Work Info  
Employer: **The American People**  
Position: **Representative, 7th District of Virginia**  
Time Period: 2000 to present  
Description: I currently serve as a Representative

## The way you tell your story: Your Wall, The Publisher

Share photos, videos and ask questions to build a personal relationship with supporters and followers.

### The Publisher and The Wall



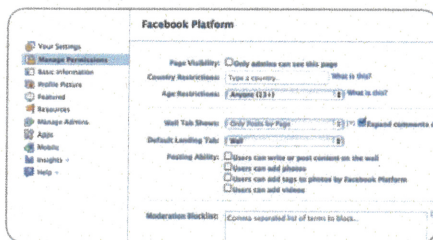
### Photo strip



## The way you administer your Page: Managing, permissions, assigning admins, insights

Control access to your Page, update relevant settings, and access helpful resources within the Page editor.

### Manage permission & administrators



## The way people connect with you and amplify your story: Like button, "Like, Comment, Share" within posts

When people Like your Page, their friends see this action in Newsfeed and can also connect to your Page. They can also like, comment, and share your posts.

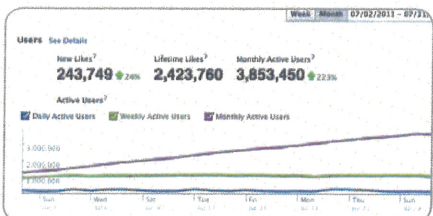
### Like button



### Like, Comment, Share within posts



### Insights





# Build your Facebook Page

Your Facebook Page really comes to life when you engage your supporters and constituents. Remember, your message reaches a broader audience when people like, share, or comment on your posts. The average person on Facebook has over 130 friends - when they engage with your posts, their friends can see these interactions and connect with your Page. Here are steps to get started:

## 1 Set your strategy

### ✓ Know your story

What is your unique voice? Are you a candidate or elected official? How can you bring your story to life in a compelling, authentic, and personal way?

### ✓ Know your audience

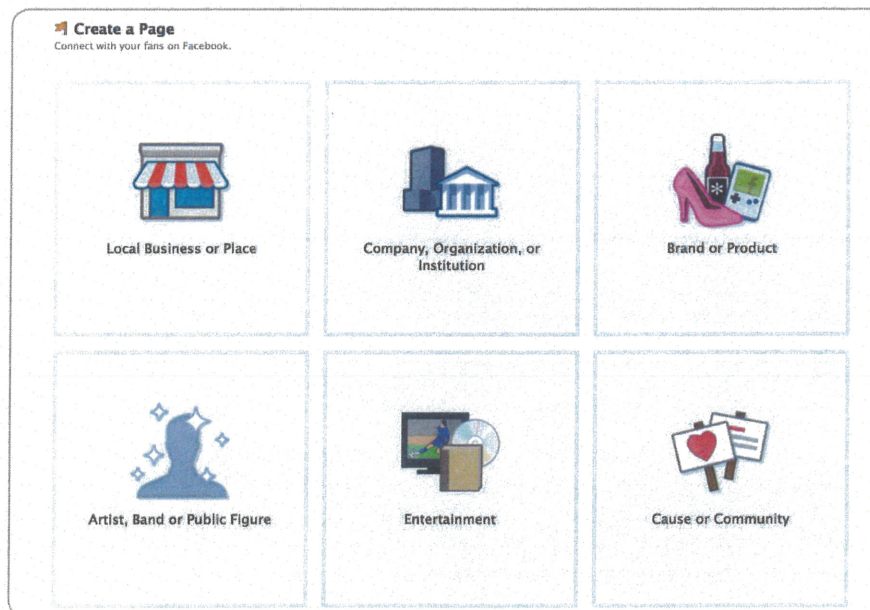
Who are your constituents? How will they want to connect with you? What content will be important to them: personal townhall events or public speeches?

### ✓ Know your goals

What kind of relationship do you want to have with the people who connect to your Page? How much time are you willing to spend updating your Page? Will you mostly be updating your page on the road via mobile? Defining and prioritizing your goals will help you create your Page posting strategy.

## 2 Create your Page

To get started, visit [facebook.com/page](https://facebook.com/page) and follow the step-by-step instructions for creating a Page. If you are creating an official Page, select your name with your title. If you are creating a campaign Page, note that this Page name cannot be changed in the future to be used as your official Page. Next, follow this guide to begin making connections.





### 3 Develop your posting plan

People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook, as people share your updates with their friends.

#### a) Find your voice

Be conversational, personal, and authentic. Take the time to post directly to your Page – your content will be more meaningful if your audience knows it is coming from you (in lieu of a campaign manager).

##### Some ideas for finding your voice include:

- ✓ Speak in the first person in your posts - your citizens want to hear from you! Show a side of yourself that people you don't know well wouldn't normally see.
- ✓ Be yourself, and engage your supporters in a genuine, authentic way - try to be casual and comfortable, as you would be with your friends.
- ✓ Share candid, personal stories, like pictures of you hanging out with friends and family.



**Justin Amash**

Thanks to the thousands of people in Michigan's Third District who participated in tonight's telephone town hall! Great questions. I hope you enjoyed the conversation as much as I did.

Tuesday at 7:18pm

👍 77 people like this.

💬 View all 69 comments

#### b) Create a conversation

Build a dialogue with your community on your Page.

##### Some tips:

- ✓ Get people talking by asking questions in your status updates about current issues and photos and encourage people to like or comment on what you share.
- ✓ Respond personally to people who comment on your posts – your voters will be thrilled to know that you are listening.
- ✓ Make your supporters the stars. If someone posts something great on your Page, re-post it, respond personally and thank them by name.



**Michele Bachmann**

Excited to join Tim Scott for Congress for a town hall live on Facebook from Charleston, SC tomorrow at 7PM ET, where we'll be taking questions from our community of constitutional conservatives. Have a question? Please ask in the comments below:

Share · Wednesday at 1:29pm

👍 1,776 people like this.

💬 View all 1,270 comments



### c) Offer a rich experience

Bring your story to life with rich content that captures your message and engages your audience.

#### Some tips:

- ✔ Use photos and videos. Visuals are always more compelling than text, post pictures of rallies and record videos exclusively for your Facebook audience.
- ✔ Create Facebook Events to highlight your rallies, fundraisers and other campaign stops. Encourage your audience to attend and invite their friends.
- ✔ Share links to breaking news, opinion articles you are reading, or media about your campaign.
- ✔ Celebrate your milestones. For example, once you reach a significant number of Likes, post a video thanking your audience and encouraging them to share your Page with their friends.
- ✔ Write Notes to share more in-depth thoughts on the news of the day and the issues you are working on.



### d) Share exclusive content

Post items on Facebook that people can't find anywhere else.

#### Some tips:

- ✔ Take the time to post directly to your Facebook Page re-posting press releases or auto-posting from other sources can be a turn-off. Instead post your reaction to current events directly as a status message.
- ✔ Schedule regular posts on specific topics, like a weekly post that highlights the "volunteer of the week" or a chat session where you'll answer questions directly from supporters.
- ✔ Bring your community behind the scenes – post backstage pictures from rallies or meetings. Mobile uploads allow you to post in real time.
- ✔ Livestream your events so supporters who couldn't attend in person can still do so virtually and ask questions.
- ✔ Connect with niche groups of supporters. Use the targeted publishing feature to share relevant posts with people in a specific location or who speak a certain language.



### It's easy to update your Page with your mobile device, here's how:

- ✔ Use the Facebook app on your smartphone
- ✔ Add your mobile phone number to your Page to text posts directly to your Page
- ✔ Visit [facebook.com](https://facebook.com) on your mobile browser
- ✔ Use email to upload photos or status updates

**Access more information about mobile features for Pages within the Mobile tab in your Page editor.**



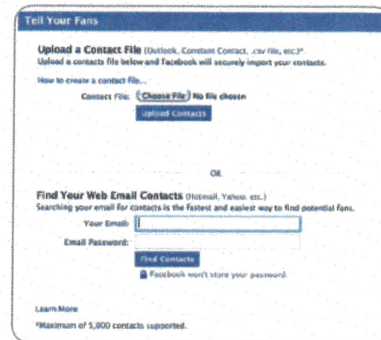
# Grow your audience

## 1 Start with who you know

Grow your Facebook Page by reaching out to your existing community.

### Some tips:

- ✓ Do you have a website or other ways you connect with your supporters? Ask them to join you on Facebook and Like your Page to stay in touch.
- ✓ Use your existing voter registration email lists to promote your Page and begin building your connections.
- ✓ Use the Contact Importer within your Page editor to notify your contacts to Like your Page for regular updates. If you have less than 5,000 people connected to your Page, you can upload documents with up to 5,000 contacts. Contacts will receive a notification that the requesting admin has invited them to connect with the Page.

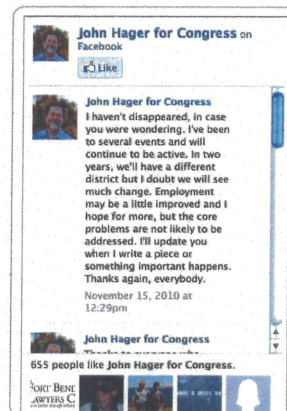


## 2 Leverage your existing assets

Make your Facebook Page a core part of your online and offline presence.

### Some tips:

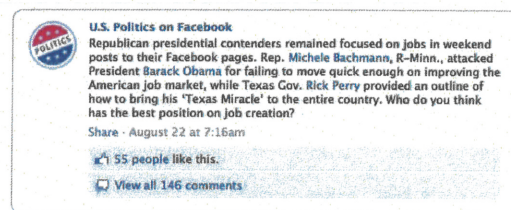
- ✓ Add a Like box and Like buttons to your website so visitors can view your updates and share your content with friends through Newsfeed. Visit [facebook.com/plugins](http://facebook.com/plugins) to learn more.
- ✓ Once 25 people Like your Page, visit [facebook.com/username](http://facebook.com/username) to select a custom URL. Share your custom URL so your supporters can easily find and Like your Page. Promote your Page in interviews, especially at rallies or public events.
- ✓ Install the Facebook comments plug in on your website or news items so visitors can comment on those items and also share those comments with their friends on Facebook.



## 3 Cross-promote to reach more people

### Some tips:

- ✓ Partner with other organizations, personalities, and brands to create co-promotions and encourage viral sharing.
- ✓ Tag another celeb or organization in a post on your Page, and your post will appear on their wall and will be shared with their community.





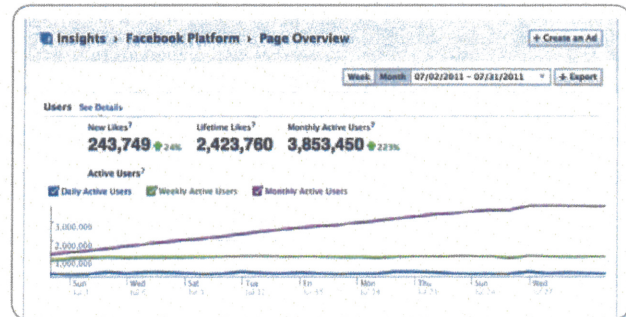
# Measure and refine

## 1 Use Insights to optimize performance

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

### Some tips:

- ✓ See how fast your Page is growing by visiting [facebook.com/insights](https://facebook.com/insights) or selecting View Insights when viewing your Page. You can also see which countries/cities have the largest number of people who like your Page. The next time you make an appearance in that location, let them know.
- ✓ View feedback (likes and comments) on each individual post to better understand what content your community finds most appealing.
- ✓ Download the Facebook Insights Guide for an in-depth look at the best ways to use the free tools available to you on Facebook.

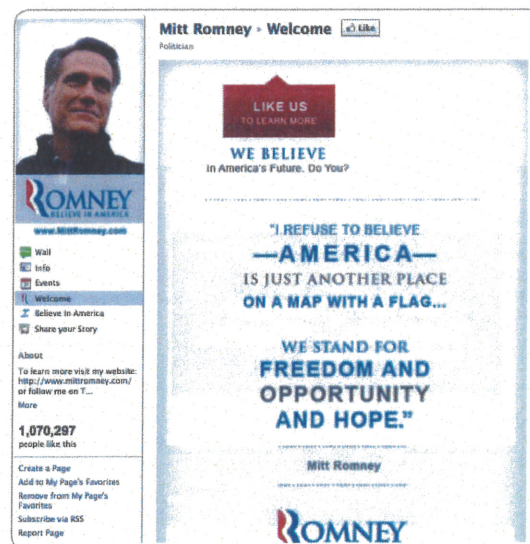


## 2 Apps

Add custom apps to enhance engagement.

### Some tips:

- ✓ Use Facebook apps (photos, events, links and notes) to create content that can be shared easily. This content can go viral quickly as they attract more likes and comments interactions, which then spread to friends of your supporters, attracting new supporters.
- ✓ Work with a developer to create specialized content exclusively for people who like your Page as a way to reward them and also as a way to grow your community.
- ✓ Create a welcome landing page tab that encourages people to Like your Page. Set this landing page as the default tab for people who don't yet Like your Page to entice them to connect with you or donate to your campaign.





### 3 Promote with Facebook Ads & Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and drive new fans. Visit [facebook.com/sponsoredstories](https://facebook.com/sponsoredstories) to take advantage of Sponsored Stories, a paid way to amplify actions. Stories are served to friends of people who have liked your Page or your content. Be sure to verify the rules of your organization before using ads or sponsored stories to promote your Page. You can amplify your Page and posts via several options:

#### Some tips:

- ✓ **Page Post Story:** more of your supporters will see your most recent Page post.
- ✓ **Page Like Story:** when someone Likes your Page, friends of your supporters will learn about your Page.
- ✓ **Post Like Story:** when a supporter Likes your post, their friends will see the content.



## Resources

For more detailed information on creating your Page or marketing on Facebook in general, visit [Facebook.com/FacebookPages](https://Facebook.com/FacebookPages).

- **Creating your page**  
<https://www.facebook.com/page>
- **FAQ for Facebook Pages**  
<https://www.facebook.com/help/?topic=pages>
- **Terms and Guidelines**  
[https://www.facebook.com/terms\\_pages.php](https://www.facebook.com/terms_pages.php)
- **Reporting IP Infringement on Pages**  
<https://www.facebook.com/copyright.php>
- **Social Plugins**  
<https://developers.facebook.com/docs/plugins/>
- **Page Insights guide:**  
[http://ads.ak.facebook.com/ads/FacebookAds/Pages\\_Insights\\_Guide\\_Updated.pdf](http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf)



Now you have the tools and knowledge you need to make the most of your Facebook business Page. So start connecting with your supporters and followers today!





## Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

1

Be authentic. Create fun, engaging conversations with clear calls-to-action and encourage people to like and share your posts.



**John Cornyn**

An earthquake and now a hurricane. When will the locusts hit D.C.?

Saturday at 7:00am

👍 312 people like this.

💬 View all 195 comments

2

Offer exclusive content. Post "sneak-peeks" about latest news and share personal stories using photos and videos. Post pictures of rallies and record videos that exclusive for your Facebook audience.



**Mike Bloomberg** added 7 new photos to the album **Preparing for Hurricane Irene.**



**Preparing for Hurricane Irene**

Mayor Bloomberg and New York City officials prepare for Hurricane Irene.

📷 Share · Yesterday at 12:47pm

3

Use the Questions app to solicit feedback and opinions from supporters and citizens. Highlight great responses by re-posting it and responding personally.



**John Boehner** asked **Unemployment is now 9.2 percent. The "stimulus" spending binge has failed. Which part of the GOP's P...**

- 🗳️ **Pay Down America's Job-Crushing Debt** ...
- 🗳️ **Increase Domestic Energy Production** ...
- 🗳️ **Stop Excessive Red Tape from Hurting Small Businesses** ...

4

Post from your phone. Add your mobile phone number to post via text, or use a smartphone app to upload photos and post status updates to your Page. If you're out on the campaign trail, share your life from wherever you are.



**Dave Norris**

Enjoyed the murder mystery/ghost tour of Downtown Cville with Rob Craighurst tonight. He tells a good story and it's a good story to tell. Add it to your list of fun things to do on weekend nights in Charlottesville!



**Mobile Uploads**

5

Take advantage of apps and Social Plugins such as the Like button, which makes it effortless for supporters to connect to your Page. Build custom tabs and easily pull any page from your website into a tab on your Facebook page.

